

Rep Order# 6849387 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 203622

Printed: 09/24/2012 1:49 PM
Last Received: 09/24/2012 1:38 PM
Showing Buylines: All Rep Revised Lines

1 of 1

Station KASA-TV ALBUQUERQUE, NM.
Advertiser ().DSCC IE
Product DSCC IE
Estimate# 1540
Buyer DAN NAGELBERG
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 49/53/1540
Flight Dates 10/09/2012 - 10/15/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC₁₁₁^{*}

--- REMARKS ---

REV TO CNX ORDER
ATTN ALL LINES
ATTN NEW TTL
PLEASE CNF
THANKS

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---REPORT TOTALS---

Report Totals: 0 / \$0.00

---SALES MONTHLY TOTALS---

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5 of 5

Station KASA-TV ALBUQUERQUE, NM.
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Estimate# 1540
Buyer DAN NAGELBERG
Phone#
Fax#

Oct 12: 0 / \$0.00

Sales Totals: 0 / \$0.00

Station Totals: 0 / \$0.00

Lines not sent/rclld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market	Totals	\$0	CABL	0%	KASA	14%	KASY	1%	KLUZ	0%	KOAT	36%
			KOB	20%	KRQE	28%	KWBQ	1%				

---COMPETITIVE COMMENTS---

NEW ORDER

Books NOV12
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE

Rep Order# 6849387 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 203622

Printed: 09/05/2012 4:41 PM
Last Received: 09/05/2012 2:04 PM
Showing Buylines: Last Sta Revised Lines

1 of 2

Station KASA-TV ALBUQUERQUE, NM.
Advertiser () DSCC IE
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Estimate# 1540
Buyer DAN NAGELBERG
Phone#
Fax#

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--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

SEE PR TP CHANGES BELOW. SPOTS ARE BOOKED IN PEOPLES COURT

LINES 5-8

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
---	-----	-----	-----	---	-----	---	-----	-----	-----	---	-----
*5			10/09-10/12	1	\$600.00	:30	4	TU-F	1P-2P	4	\$150.00
		Buyline Comment: PEOPLES COURT									
		Station Remark: V2 PEOPLES COURT AIRS 12-1P EFF 9/10. CH TP THIS LN 12-1P IN PEOPLES COURT									
*6			10/15-10/15	1	\$150.00	:30	1	M	1P-2P	1	\$150.00
		Buyline Comment: PEOPLES COURT									
		Station Remark: V2 PEOPLES COURT AIRS 12-1P EFF 9/10. CH TP THIS LN TO 12-1P IN PEOPLES COURT									
*7			10/09-10/12	1	\$600.00	:30	4	TU-F	3P-4P	4	\$150.00
		Buyline Comment: PEOPLES COURT									
		Station Remark: V2 PEOPLES COURT AIRS 2-3P EFF 9/10. CHANGE THIS LN TO 2-3P IN PEOPLES CT									
*8			10/15-10/15	1	\$150.00	:30	1	M	3P-4P	1	\$150.00
		Buyline Comment: PEOPLES COURT									
		Station Remark: V2 PEOPLES COURT AIRS 2-3P EFF 9/10 CHANGE THIS LINE TO 2-3P IN PEOPLES CT.									

---REPORT TOTALS---

Report Totals: 10 / \$1,500.00

---SALES MONTHLY TOTALS---

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Station KASA-TV ALBUQUERQUE, NM.

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Product DSCC IE

Estimate# 1540

Buyer DAN NAGELBERG

Phone#

Fax#

Oct 12: 63 / \$34,245.00

Sales Totals: 63 / \$34,245.00

Station Totals: 63 / \$34,245.00

Lines not sent/rclcd/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$244,607	CABL	0%	KASA	14%	KASY	1%	KLUZ	0%	KOAT	36%
		KOB	20%	KRQE	28%	KWBQ	1%				

---COMPETITIVE COMMENTS---

NEW ORDER

Books NOV12

Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE

Rep Order# 6849387 Ver# 1 Status New
EC'd Yes

Traffic Order# 203622 Printed: 09/05/2012 2:03 PM
Last Received: 09/05/2012 1:54 PM
Showing Buylines: All Lines

1 of 4

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Product DSCC IE
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Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
---	-----	-----	-----	----	-----	---	-----	-----	-----	----	-----
11		Buyline Comment: SIMPSONS	10/09-10/12	1	\$700.00	:30	4	TU-F	10P-1030P	4	\$175.00 4
12		Buyline Comment: SIMPSONS	10/15-10/15	1	\$175.00	:30	1	M	10P-1030P	1	\$175.00 4
13		Buyline Comment: NEWS	10/09-10/12	1	\$2,000.00	:30	4	TU-F	9P-930P	4	\$500.00 4
14		Buyline Comment: NEWS	10/15-10/15	1	\$500.00	:30	1	M	9P-930P	1	\$500.00 4
15		Buyline Comment: NEWS	10/09-10/12	1	\$1,600.00	:30	4	TU-F	930P-10P	4	\$400.00 4
16		Buyline Comment: NEWS	10/15-10/15	1	\$400.00	:30	1	M	930P-10P	1	\$400.00 4
17		Buyline Comment: NEWS	10/13-10/13	1	\$350.00	:30	1	SA	9P-930P	1	\$350.00 4
18		Buyline Comment: NEWS	10/13-10/13	1	\$350.00	:30	1	SA	930P-10P	1	\$350.00 4
19		Buyline Comment: NEWS	10/14-10/14	1	\$500.00	:30	1	SU	9P-930P	1	\$500.00 4
20		Buyline Comment: NEWS	10/14-10/14	1	\$350.00	:30	1	SU	930P-10P	1	\$350.00 4
21		Buyline Comment: BONES	10/15-10/15	1	\$1,300.00	:30	1	M	7P-8P	1	\$1,300.00 3

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---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
22			10/09-10/09	1	\$1,300.00	:30	1	TU	7P-8P	1	\$1,300.00 3
		Buyline Comment: RH/B & K									
23			10/11-10/11	1	\$1,650.00	:30	1	TH	7P-8P	1	\$1,650.00 4
		Buyline Comment: XFACTOR									
24			10/12-10/12	1	\$350.00	:30	1	F	7P-8P	1	\$350.00 4
		Buyline Comment: TOUCH									
25			10/12-10/12	1	\$500.00	:30	1	F	8P-9P	1	\$500.00 3
		Buyline Comment: FRINGE									
26			10/13-10/13	1	\$900.00	:30	3	SA	2P-5P	3	\$300.00 3
		Buyline Comment: COLLEGE FOOTBALL									
27			10/13-10/13	1	\$1,200.00	:30	3	SA	6P-9P	3	\$400.00 3
		Buyline Comment: COLLEGE FOOTBALL									
28			10/13-10/13	1	\$2,000.00	:30	2	SA	530P-9P	2	\$1,000.00 3
		Buyline Comment: MLB- NLCS									
29			10/14-10/14	1	\$15,000.00	:30	1	SU	11A-2P	1	\$15,000.00 1
		Buyline Comment: NFL									

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